In the Claims

1.   (Previously Presented) An advertisement management system (AMS) for inserting targeted advertisements in an electronic program guide (EPG), the system comprising:

an advertisement characterization module for characterizing one or more advertisements to be transmitted to a subscriber within the EPG;

a subscriber characterization module for characterizing one or more subscribers receiving the EPG; and

an EPG correlation module for correlating the advertisements to the subscribers whereby the suitable advertisements are inserted in the EPG.

2.   (Previously Presented) The system of claim 1, wherein the EPG with suitable advertisements is received by the subscriber at a subscriber interface.

3.   (Previously Presented) The system of claim 2, wherein the subscriber interface is a set-top box (STB).

4.   (Previously Presented) The system of claim 2, wherein the subscriber interface is a cable-ready television having a unique identification.

5.   (Previously Presented) The system of claim 2, further comprising an EPG download server for creating a plurality of EPG screens having targeted advertisements.

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6. (Previously Presented) The system of claim 5, wherein the plurality of EPG screens are transmitted to the subscriber.

7. (Previously Presented) The system of claim 6, further comprising an instruction module for instructing the subscriber interface to select an appropriate EPG screen.

8. (Previously Presented) The system of claim 5, wherein a suitable EPG screen is transmitted to the subscriber, responsive to said EPG correlation module.

9. (Previously Presented) The system of claim 1, wherein the subscriber characterization is based on demographic information available from one or more databases.

10. (Previously Presented) The system of claim 9, wherein the databases are located externally to the AMS.

11. (Previously Presented) The system of claim 9, wherein the databases are located internally to the AMS.

12. (Previously Presented) The system of claim 1, wherein the subscriber characterization is based on real-estate information.

13. (Previously Presented) The system of claim 1, wherein the advertisements are characterized via one or more advertisement vectors.

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14.   (Previously Presented) The system of claim 13, wherein the advertisement vectors include a plurality of categories.

15.   (Previously Presented) The system of claim 14, wherein each of the plurality of categories is assigned a weight.

16.   (Previously Presented) The system of claim 15, wherein the advertisement vector comprises a weighted average of the categories.

17.   (Previously Presented) The system of claim 1, wherein the subscribers are grouped into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.

18.   (Previously Presented) The system of claim 1, further comprising an advertisement sales module for selling one or more advertisement opportunities available in the EPG.

19.   (Previously Presented) The system of claim 18, wherein the advertisement sales module further determines a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

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20.   (Previously Presented) The system of claim 19, wherein the pricing scheme is based on the correlation results.

21.   (Previously Presented) The system of claim 20, wherein the prices are directly proportional to the correlation.

22.   (Currently Amended)A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

characterizing one or more subscribers receiving the EPG;

characterizing one or more advertisements to be transmitted to the subscribers within the EPG;

correlating the subscribers and the advertisements based on the subscriber characterizations and the advertisement characterizations; and

creating a plurality of EPGs having different _targeted_ advertisements _based on said correlating_.

23.   (Previously Presented) The method of claim 22, further comprising selecting an appropriate EPG to be transmitted to a subscriber based on said correlating.

24.   (Previously Presented) The method of claim 22, further comprising:

transmitting the plurality of EPGs to each of the subscribers; and

instructing a subscriber interface to display a particular EPG, wherein the instruction decisions are based on the correlation results.

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25.   (Previously Presented) The method of claim 24, wherein the subscriber interface is a set-top box (STB).

26.   (Previously Presented) The method of claim 24, wherein the subscriber interface is a cable-ready television having a unique identification.

27.   (Previously Presented) The method of claim 22, wherein the subscriber characterizations are based on demographic information.

28.   (Previously Presented) The method of claim 22, wherein the subscriber characterizations are based on real-estate sales information.

29.   (Previously Presented) The method of claim 22, wherein the advertisements are characterized via one or more advertisement vector.

30.   (Previously Presented) The method of claim 29, wherein the advertisement vector includes a plurality of categories.

31.   (Previously Presented) The method of claim 30, wherein each of the plurality of categories is assigned a weight.

32.   (Previously Presented) The method of claim 31, wherein the advertisement vector comprises a weighted average of the categories.

33.   (Previously Presented) The method of claim 22, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.

34.   (Previously Presented) The method of claim 22, further comprising determining a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

35.   (Previously Presented) The method of claim 34, wherein the pricing scheme is based on the correlation results.

36.   (Previously Presented) The method of claim 35, wherein the prices are directly proportional to the correlation.

37.   (Previously Presented) A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

creating a plurality of EPG screens having different advertisements;

characterizing one or more subscribers receiving the EPG; and

correlating the EPGs and the subscribers based on the subscriber characterization.

38. (Previously Presented) The method of claim 37, further comprising selecting a suitable EPG to be transmitted to a particular subscriber, based on said correlating.

39. (Previously Presented) The method of claim 37, further comprising:

transmitting the plurality of EPGs to each of the subscribers; and

instructing each subscriber interface to select a particular EPG.

40. (Previously Presented) The method of claim 39, wherein the instructions are based on said correlation.

41. (Previously Presented) The method of claim 37, wherein said correlating further comprises:

characterizing the advertisements inserted in different EPGs; and

matching the subscriber characterizations and the advertisement characterizations.

42. (Previously Presented) The method of claim 41, wherein the advertisements are characterized via one or more advertisement vector.

43. (Previously Presented) The method of claim 42, wherein the advertisement vector includes a plurality of categories.

44. (Previously Presented) The method of claim 43, wherein each of the plurality of categories is assigned a weight.

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45.   (Previously Presented) The method of claim 44, wherein the advertisement vector comprises a weighted average of the categories.

46.   (Previously Presented) The method of claim 37, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.

47.   (Previously Presented) The method of claim 37, further comprising determining a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

48.   (Previously Presented) The method of claim 47, wherein the pricing scheme is based on the correlation results.

49.   (Previously Presented) The method of claim 48, wherein the prices are directly proportional.

50.   (New) A method for delivering targeted advertisements to subscribers of a content delivery network within an electronic program guide (EPG), the method comprising:

characterizing a plurality of subscribers of a content delivery network;

characterizing a plurality of advertisements that may possibly be inserted within an EPG;

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correlating the subscribers and the advertisements to determine different advertisements

that can be targeted to different subscribers;

selecting targeted advertisements to be inserted in the EPG based on said correlating;

creating a plurality of targeted EPGs by inserting different targeted advertisements into

advertisement opportunities within the EPG; and

transmitting the targeted EPGs to the subscribers.

51.   (New) The method of claim 50, wherein said transmitting includes transmitting

only an appropriate targeted EPG to the subscribers.

52.   (New) The method of claim 50, wherein said transmitting includes

transmitting the plurality of EPGs to the subscribers; and

transmitting instructions to the subscribers as to which targeted EPG to display.

53.   (New) The method of claim 50, further comprising grouping the plurality of

subscribers into a plurality of groups based on common subscriber characteristics, and wherein

said correlating includes correlating the group of subscribers and the advertisements.

54.   (New) A method for delivering targeted advertisements to subscribers of a

content delivery network within an electronic program guide (EPG), the method comprising:

creating a plurality of targeted EPGs, wherein each targeted EPG has different

advertisements inserted within advertisement opportunities within an EPG, and wherein each

targeted EPG has different characteristics associated with it;

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characterizing one or more subscribers of a content delivery network;

correlating the targeted EPGs and the subscribers to determine appropriate targeted EPG

screens for the subscribers; and

transmitting the targeted EPGs to the subscribers.

55.   (New) The method of claim 54, wherein said transmitting includes transmitting

only an appropriate targeted EPG to the subscribers.

56.   (New) The method of claim 54, wherein said transmitting includes

transmitting the plurality of targeted EPGs to the subscribers; and

transmitting instructions to the subscribers as to which targeted EPG to display.

57.   (New) The method of claim 54, further comprising grouping the plurality of

subscribers into a plurality of groups based on common subscriber characteristics, and wherein

said correlating includes correlating the group of subscribers and the targeted EPGs.